

Rosedale District to the adjacent neighborhoods, the James E. Guinn School campus, and the Medical District. This can be accomplished as follows:

- ❑ Use bollards to separate and protect people walking or cycling from vehicular traffic;
- ❑ Add lights and illuminate well to increase the feeling of safety;
- ❑ Use different paving patterns to delineate pedestrian and vehicular traffic;
- ❑ Include signage that directs people to the Evans & Rosedale District by walking, bicycling and driving;
- ❑ Improve connections to existing community parks, such as Glenwood Park east of the District, and existing bikeways;
- ❑ Create a strong visual connection to the James E. Guinn School campus;
- ❑ Make pedestrian-scaled improvements to the I-35W overpass that include constructing arches or arbors, creating a “ceiling” for pedestrians, as opposed to the existing freeway above;
- ❑ Keep the passage under the I-35W overpass well maintained;
- ❑ If East Rosedale Street is landscaped, bring the tree line up close to the overpass, so there is a visual connection to the other side; and
- ❑ Install benches, bike racks/bike storage and other amenities, to make visiting the District more comfortable for those who walk or bicycle.

Parking

Parking lots should not dominate the frontage of pedestrian-oriented streets. This can be avoided by considering different parking configurations. A combination of surface, on-street, and structured parking in the area would allow a variety of parking options for residents, short-term visitors, lunch-time crowds, and to people staying all day.



Off-street parking lots should be placed behind or beside buildings.

Surface parking lots. Buildings located close to the sidewalk, with multiple entries, stimulate an active pedestrian environment. Therefore, lots should be located behind buildings, in the interior of a block, or along the side of buildings. Pedestrian walkways can be separated from vehicles with landscaping, fences, or seat walls. Placing parking lots adjacent to I-35W, on the periphery of the District, is a high visibility location and easily accessible from the freeway. Care should be taken that these lots would not create a barrier – creating a sea of parking to walk through to the anchor uses. Shared parking should also be encouraged.

Planting trees and other landscaping around surface parking can absorb significant amounts of solar heat, soften the visual impact of rows of parked cars, and define the edge of the sidewalk. Sufficient planting of trees in parking lots is reached when 70 percent of the surface area of the lot is shaded within ten years. Additionally, parking lots should be screened from streets with landscaping techniques other than berms. Where possible, overflow-parking areas should be developed with a permeable surface, such as gravel.

On-street parking. It is important to provide on-street parking spaces along the streets in

the District. This keeps the focus of Evans & Rosedale on street activity and supports building orientations and entrances close to the street. On-street parking protects pedestrians by creating a buffer between moving vehicles and the sidewalk. On-street parking also helps to reduce traffic speeds, since people will slow down to seek available spaces, and must be alert for vehicles backing out into the street. Intersections should be designed to slow traffic and to reduce pedestrian crossing distance. One alternative to an uninterrupted line of parking spaces along the street is planting trees in bulb-outs for a visual break. On-street parking spaces can also be considered along East Rosedale Street.



Buffer strips with trees, shrubs and flowers should be planted within and along the perimeter of parking lots.

Joint parking arrangements are recommended for businesses with varying peak periods of demand. Retail, office, and entertainment uses should share parking areas. A portion of any project's parking requirements may be satisfied by on-street parking. Lower parking standards should be set to reflect alternative travel modes such as public transit, bicycle, or walking. Parking standards could potentially be relaxed in recognition of the District being developed as a walkable, mixed-use environment.



In the future, there may be demand for a parking structure within the District. Retail stores should be placed at the street level with parking levels above.

Structured parking. In the future, there may be a demand for structured parking. Structured parking can meet the parking needs of residents, shoppers, and commuters, and be built with attractive facades. They also can be constructed to make space available for economic development. For example, retail shops and restaurants can occupy the street level, with parking in the remainder of the structure.



Provide on-street parking for convenient access to businesses, to create a protective sidewalk environment for pedestrians, and to reduce traffic speed.

Maintenance. A maintenance plan should be developed for the entire District area. The plan should include provisions to keep sidewalks and streets clean, plants watered, and for general upkeep. Selecting elements that are vandal-proof is another consideration.

Next Steps

The Vision Plan and the urban design guidelines developed by Fort Worth South, Inc., should guide the character and quality of future development within the Evans & Rosedale Business and Cultural District. Additionally, the City in partnership with the community should utilize public funds to enhance the streetscape along Evans Avenue. The City has applied for a grant of \$1.5 million to reconstruct Evans Avenue within the District from the Economic Development Administration (EDA).

PRIORITY NEXT STEPS

The Evans & Rosedale Business and Cultural District is envisioned to serve as a vital cultural center of commerce, employment, entertainment and African-American history. The

City of Fort Worth and the Evans & Rosedale Advisory Committee are committed to the successful achievement of this vision. The City, the Advisory Committee members and other organizations will proceed in implementing the Vision Plan in accordance with

Time Frame	Action	Lead Responsibility
Near Term (6 mo. – 1 year)	<ul style="list-style-type: none"> ❑ Work with the Police Department to locate a substation within the District and assist the Advisory Committee members in undertaking initiatives that promote safety and improve the area's appearance. ❑ Partner with the Advisory Committee members regarding the implementation of the Vision Plan. ❑ Assemble a marketing package featuring the Vision Plan and other material to attract potential developers, entrepreneurs and tenants to invest in the District. ❑ Complete the acquisition of property to facilitate land assembly for major anchor tenant and heritage tourism uses. ❑ Rezone the City-owned parcels in the District to a zoning classification that permits mixed-use development as of right in the District. ❑ Explore with the County the location of a Tarrant County sub-courthouse within the District. ❑ Upon award of the EDA grant, assist the District Advisory Committee in refining the preliminary conceptual plan into more detailed urban design guidelines, based on those of Fort Worth South, and a streetscape plan for Evans Avenue. ❑ Complete the renovation of James E. Guinn School building and relocate economic development service providers into the school. 	City of Fort Worth
Near Term (6 mo. – 1 year)	<ul style="list-style-type: none"> ❑ Locate a Police substation within the District and undertake initiatives to promote safety and improve the area's appearance, such as trash pick-up and code enforcement. ❑ Partner with the City, particularly the Economic Development Office, to implement the Vision Plan. ❑ Confirm Plan recommendations with neighborhood residents and stakeholders. ❑ Provide the City guidance on possible anchors, heritage tourism and supporting uses. ❑ As part of the partnership, develop a more detailed action plan to implement the strategies and priority next steps outlined in the Vision Plan. Action items could include: <ul style="list-style-type: none"> • Steering the efforts of the City in reconstructing Evans Avenue within the District. • Create a database and network of prospective tenants and entrepreneurs as a way to continually recruit new businesses, heritage tourism attractions and neighborhood services to the District. 	Advisory Committee

the following:

ABOUT THE CONSULTANTS

David L. Berkley, Sr. is currently the Executive Director of Martin Luther King Economic Development Corporation (MLKEDC) in Milwaukee, Wisconsin. He leads the organization in the development of a Ponderosa Restaurant that is co-owned by MLKEDC and a local minority entrepreneur. Through Mr. Berkley's efforts, MLKEDC secured Enterprise Community funding in 1999 to purchase a Coverall USA Janitorial Franchise, a for-profit business providing competitive wages and health benefits to African American males from Milwaukee's central city. Under the leadership of Mr. Berkley, MLKEDC is currently developing a 62-unit senior citizen tax credit housing project. Mr. Berkley co-founded and published *The Minority Business Journal* for five years, and served as President of Acrotech, a heavy and highway MBE construction company. Mr. Berkley also practiced law for 10 years, serving as Special Counsel to the Urban Redevelopment Authority of Pittsburgh.

Albert R. Fleming is the President and CEO of the Jazz District Redevelopment Corporation (JRDC) in Kansas City, MO, and is responsible for the redevelopment of the 18th & Vine Historic District. Prior to coming to Kansas City, he was the President of the Marin City Community Land Corporation and Executive Director of the Marin City Community Development Corporation, where he spearheaded a successful \$150 million redevelopment project. Mr. Fleming spent 12 years with the Lokahi-Pacific Community Development Corporation in Hawaii, working on every aspect of economic development from housing and business development to agricultural and aquaculture projects. Mr. Fleming was also the Chairman and Founder of the National Training Institute for Community Economic Development and Board Member

of the National Congress for Community Economic Development.

Howard J. Spiller is the President and CEO of HJS and Associates in Atlanta, Georgia, which specializes in community revitalization initiatives and consultation with urban communities in smart growth strategies. He is also Vice President of Concession Air of Georgia, which is under contract to the Department of Aviation with Hartsfield Atlanta International Airport in managing and supervising over 200 food, retail and service operations. In addition, Mr. Spiller is the President of West End Partners, Inc. and Principal in Mid-City Development Partners, LLC, which develop residential and mixed-use projects. He was the Founder and former President of the Sweet Auburn Area Improvement Association, organized as a community development corporation to plan a holistic revitalization of the Sweet Auburn neighborhood. The master plan incorporates individual projects along the 12 blocks from Peachtree Street to the King Birth Home. In the 1970s, Mr. Spiller formed Creed, Inc. in Columbus, Ohio as a management and technical assistance consulting firm oriented to the needs of minority businesses and entrepreneurs.